



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 858201

Schedule Dates 10/01/12-10/07/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 12211
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 09/27/12
Last Modified 09/27/12
Entered By Julie McNamara
CO-OP No
Headline # 10/1 - 10/7
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,547.50
Net Total \$37,102.50
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	49	\$43,650.00
Grand Total:	49	\$43,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	48386- News @ 5am	1				X				1	\$85.00	\$85.00	St. Louis (KMOV) (KMOV)		9/27/12
2.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	20015- News @ 6am M-F	3	X		X		X			3	\$270.00	\$810.00	St. Louis (KMOV) (KMOV)		9/27/12
3.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	131968- CBS This Morning	5	X	X	X	X	X			5	\$160.00	\$800.00	St. Louis (KMOV) (KMOV)		9/27/12
4.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	137124- Katie	2		X			X			2	\$125.00	\$250.00	St. Louis (KMOV) (KMOV)		9/27/12
5.0	Normal Line / SPOT	10/01/12-10/04/12	2	:30	20022- Price is Right	2	X			X				2	\$450.00	\$900.00	St. Louis (KMOV) (KMOV)		9/27/12
6.0	Normal Line / SPOT	10/05/12-10/05/12	2	:30	20023- News @ 12noon M-F	1					X			1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		9/27/12
7.0	Normal Line / SPOT	10/03/12-10/03/12	1	:30	20024- Bold & The Beautiful	1			X					1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		9/27/12
8.0	Normal Line / SPOT	10/02/12-10/04/12	2	:30	28663- Dr. Phil	2		X		X				2	\$500.00	\$1,000.00	St. Louis (KMOV) (KMOV)		9/27/12
9.0	Normal Line / SPOT	10/05/12-10/05/12	2	:30	20029- Young and the Restless	1					X			1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		9/27/12
10.0	Normal Line / SPOT	10/01/12-10/04/12	2	:30	20054- News @ 5pm M-F	4	X	X	X	X				4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		9/27/12
11.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	20055- News @ 6pm M-F	4	X	X	X		X			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		9/27/12
12.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	20053- Entertainment Tonight	5	X	X	X	X	X			5	\$850.00	\$4,250.00	St. Louis (KMOV) (KMOV)		9/27/12
13.0	Normal Line / SPOT	10/01/12-10/01/12	1	:30	115379- Hawaii Five O	1	X							1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 858201

Schedule Dates 10/01/12-10/07/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 12211
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 09/27/12
Last Modified 09/27/12
Entered By Julie McNamara
CO-OP No
Headline # 10/1 - 10/7
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,547.50
Net Total \$37,102.50
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	49	\$43,650.00
Grand Total:	49	\$43,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/02/12-10/02/12	2	:30	107454- NCIS : Los Angeles	1		X						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/27/12
15.0	Normal Line / SPOT	10/03/12-10/03/12	2	:30	85956- Survivor	1			X					1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		9/27/12
16.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	139779- Presidential Debate	1			X						\$1,980.00		St. Louis (KMOV) (KMOV)		9/27/12
16.0.1	Preempt	10/03/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate; Political	
17.0	Normal Line / SPOT	10/04/12-10/04/12	2	:30	6:58P- 8P (CT)	1				X				1	\$4,500.00	\$4,500.00	St. Louis (KMOV) (KMOV)		9/27/12
18.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	135458- Elementary	1				X					\$1,800.00		St. Louis (KMOV) (KMOV)		9/27/12
18.0.1	Preempt	10/04/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate Political placed	
19.0	Normal Line / SPOT	10/05/12-10/05/12	4	:30	115389- Blue Bloods	1					X				\$1,350.00		St. Louis (KMOV) (KMOV)		9/27/12
19.0.1	Preempt	10/05/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate Political placed	
20.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	54358- Crimetime Saturday	1						X		1	\$495.00	\$495.00	St. Louis (KMOV) (KMOV)		9/27/12
21.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	140455- 60 Minutes	1							X	1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 858201

Schedule Dates 10/01/12-10/07/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 12211
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 09/27/12
Last Modified 09/27/12
Entered By Julie McNamara
CO-OP No
Headline # 10/1 - 10/7
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,547.50
Net Total \$37,102.50
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	49	\$43,650.00
Grand Total:	49	\$43,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	140453- Good Wife	1							X	1	\$1,620.00	\$1,620.00	St. Louis (KMOV) (KMOV)		9/27/12
23.0	Normal Line / SPOT	10/01/12-10/05/12	4	:30	20062- News @ 10pm M-F	5	X	X	X	X	X			5	\$900.00	\$4,500.00	St. Louis (KMOV) (KMOV)		9/27/12
24.0	Normal Line / SPOT	10/06/12-10/06/12	2	:30	20108- News @ 10pm Sat	1						X		1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		9/27/12
25.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	121148- News @ 10pm Sun	1							X	1	\$810.00	\$810.00	St. Louis (KMOV) (KMOV)		9/27/12
26.0	Normal Line / SPOT	10/01/12-10/05/12	4	:30	20063- Late Show with David Letterman	3	X		X		X			3	\$200.00	\$600.00	St. Louis (KMOV) (KMOV)		9/27/12
27.0	Normal Line / SPOT	10/02/12-10/02/12	2	:30	20027- Inside Edition	1		X						1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: